

Prince Pal Singh

Lead Product Designer | Product Strategy | Design Systems | AI Workflows

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PROFESSIONAL SUMMARY

Lead Product Designer with **18+ years of experience across healthcare, fintech, AI products, and enterprise SaaS, including collaboration with product management.** Leads end-to-end product design from discovery, user research, and product strategy through UX/UI, prototyping, design systems, and engineering handoff. Specializes in turning complex, multi-user workflows and business rules into intuitive decision flows. Selected impact includes a teledentistry platform supporting **10M+ virtual appointments, a 41% reduction in bounce rate, 27% faster navigation, 64% greater decision-making efficiency, and 30–50% less developer implementation time.** Combines strategic design leadership with hands-on AI product design, conversational UX, AI-assisted prototyping, workflow automation, and front-end collaboration.

CORE SKILLS

Product Strategy and Leadership: Product Discovery, UX Strategy, Product Roadmapping, Prioritization, Cross-Functional Leadership, Stakeholder Management, Design Reviews, Workshop Facilitation, Mentoring, Agile, Lean UX

Product and Interaction Design: B2B SaaS, Multi-User Workflows, UX/UI Design, User-Centered Design, Information Architecture, User Flows, Journey Mapping, Wireframing, High-Fidelity Prototyping, Visual Design, Responsive Design

AI Product Design: AI Workflows, Human-AI Interaction, Conversational AI, Agentic UX, Human-in-the-Loop Review, LLM Evaluation Interfaces, Prompt Engineering, AI-Assisted Prototyping, Workflow Automation

Research and Design Systems: User Interviews, Usability Testing, Contextual Inquiry, Card Sorting, Heatmaps, Behavioral Analytics, Heuristic Evaluation, Persona Development, Concept Validation, Design Systems, Component Libraries, WCAG-Aligned Accessibility

Design and Collaboration Tools: Figma, FigJam, Figma Make, Framer, Axure, Miro, Whimsical, Lucidchart, Jira, Notion, Asana

AI, Development and Automation: Claude Code, Codex, Cursor, VS Code, Google Gemini, OpenRouter, OpenClaw, n8n, Docker Compose, GitHub, Supabase, PostHog, HTML5, CSS3, React

PROFESSIONAL EXPERIENCE

Senior Product Designer | Think 360 Solutions | Jan 2010–Oct 2026 | Mohali, India | Remote clients in USA, UK, Israel, South Africa

- Lead UX and product design for AI startups and enterprise SaaS across healthcare, fintech, and data systems, owning products from discovery through delivery.
- Design multi-user web and mobile platforms for high-decision environments; restructure fragmented workflows into guided journeys that reduce friction and support dependency.
- Build design systems and reusable pattern libraries to improve consistency and reduce engineering implementation time.
- Partner with product, engineering, and business stakeholders on scope, priorities, design rationale, and implementation quality.

SELECTED CLIENT PROJECTS

Lead UX Designer | Teledentix (Virtual Dental Care) | USA | 8-year engagement

- Led end-to-end UX for a two-sided teledentistry platform (patients and providers) that facilitated **10M+ virtual dental appointments across the USA in 3.5 years**.
- Drove research and product strategy to define core journeys, translating patient and provider needs into prioritised user flows and functional wireframes.
- Simplified appointment booking and virtual consultation workflows for high-stress healthcare moments, reducing friction for patients and support load for clinics.
- Spearheaded a unified design system across product surfaces, improving interface consistency and **reducing developer implementation time by ~30-50%**.
- Designed web and mobile app interfaces in Figma, Axure, and Illustrator, and validated flows through interactive prototypes before build.
- Delivered front-end development plus UI interactions and animations, closing the gap between design intent and the shipped product.
- Accelerated early-stage exploration with AI-assisted wireframing and ChatGPT for faster iteration on concepts and copy.

Lead UI/UX Designer | Aiode — AI Music Platform | Israel | 2-year engagement

- Led end-to-end product design through a **two-year growth phase culminating in acquisition**, unifying composition, editing, and performance workflows.
- Overhauled the V1 visual architecture, adding a tactile "Drag Regions" workflow and direct DAW integration to turn a technical demo into a professional workspace.
- Designed a precise "Generate Mode" with a traffic-light status system and a **20-version "Takes Manager,"** giving producers granular control over AI-generated audio.
- Redesigned **10+ product screens** and built **7+ Webflow landing pages**, lifting **sign-ups by 20%** through clearer visual hierarchy.
- Delivered campaign visuals and marketing assets that drove a **15-20% increase** in conversions, including a **57% conversion boost** during the Black Friday sale.

Product UI/UX Designer | Dental Genie — AI Receptionist | Canada | 1.2-year engagement

- Designed **6 core modules**: AI call insights, CRM, scheduling, communication hub, role-based dashboards, and patient intake, **reducing manual follow-ups by ~48%**.
- Created the brand identity and design system, balancing ethical AI with healthcare compliance in developer-ready prototypes.
- Designed **human-in-the-loop review screens for AI call insights**, letting clinic staff check, correct, and approve AI-generated call summaries and bookings.
- Led design reviews with the founder and engineers to balance healthcare compliance, technical limits, and business goals across all 6 modules.
- Set up **interface guidelines, reusable patterns, and accessibility standards** in the design system so the team builds consistently.

Lead Product Designer | AkibaOne — Fintech Compliance SaaS | South Africa | 6-month engagement

- Led the rebrand and product redesign **over 6 months**, working directly with the founder, for an enterprise SaaS platform automating credit decisioning, fraud prevention, and compliance for financial institutions across Africa.
- Translated backend decision logic into **4 visual building blocks** (triggers, rules, API integrations, actions), enabling non-technical operations teams to build loan approval and KYC workflows without developers, **increasing operational efficiency by 39%**.

- Designed a node-based, drag-and-drop workflow builder with contextual micro-labels, visual branching for pass/fail/manual-review paths, and a searchable actions panel to reduce cognitive load.
- Redesigned the passport/KYC verification flow with real-time alignment guidance, dynamic document boundaries, and a pre-submission review step to reduce drop-off, failed captures, and OCR errors.
- Built an enterprise design system (forms, validation, KYB timelines, modals, tables, filters, workflow components), improving consistency, engineering handoff, and development speed.
- Ran a post-development UX audit to catch interaction, visual, and edge-case gaps before rollout, and produced a narrated product walkthrough video for stakeholders.

Lead UI/UX Designer | Dental.com — AI Photo Assessments | USA | 3-year engagement

- Led end-to-end design of a mobile-first AI dental assessment platform, from user interviews and journey mapping to launch, earning a **96% user satisfaction rate**.
- Designed a **3-step assessment flow** (photo upload, AI scan, licensed-dentist review) that delivers oral health insights within seconds, **increasing platform engagement by 45%**.
- Designed "CICI," a **24/7 AI chatbot** with text and voice input, multi-language support, and dynamic recommendations routing users to care modules.
- Built a Figma design system and converted it into **React components**, covering reusable UI, style guide, and developer handoff to cut build time for new modules.
- Developed responsive, pixel-perfect front-end in React and Bootstrap 5, meeting **WCAG 2.1** accessibility guidelines and optimised for fast load times.
- Designed **3** additional care modules (See a Dentist Now, Get a Second Opinion, Schedule a Virtual Appointment), aligning with stakeholders on goals, metrics, and privacy compliance.

Lead Product Designer | Pronto Networks — Enterprise Network Management | USA | 2-year engagement

- Rebuilt a **10+ year legacy platform**, redesigning UX architecture across **60+ screens** including dashboards, network topology, and device details.
- Designed AI-assisted troubleshooting and a chatbot integrated into topology workflow, **reducing issue resolution time by 30%**; delivered the responsive marketing website.

Senior Product Designer | Calqy — Revenue Recognition SaaS for Stripe | 2025 | 6-month engagement

- Owned end-to-end design of a B2B fintech platform automating revenue recognition for Stripe, from market research and IA to a high-fidelity Figma prototype **covering 8 modules**.
- Led competitive analysis of **5 alternatives** (Maxio, Chargebee, Stripe native, Paddle, spreadsheets) and stakeholder interviews with founders and finance teams to define product positioning.
- Replaced a code-style rule editor with a **visual condition/action rule builder** with plain-language summaries, putting ASC 606 logic within reach of non-technical CFOs and controllers.
- Cut onboarding from **20+ configuration options to 3 steps** through progressive disclosure, and restructured the dashboard to surface recognised vs. deferred revenue first.
- Designed bulletproof user flows for every accounting edge case, including refunds, disputes, voids, bad debt, and multi-currency FX loss, with loading, error, and empty states.
- Created brand guidelines, a production-ready design system (tokens, data, chart and form components), and the **calqy.com** marketing site, driving early waitlist signups.

Senior UX Designer | Credello | USA | 1-year engagement

- Served as Senior UI/UX Designer, Visual Designer, and Usability Tester, helping customers find the right financial product as easily and interactively as online shopping.
- Created a best cash-back credit card finder experience using **Adobe XD and Zeplin**.
- Integrated Best Rewards Credit Cards user feedback gathered on UserTesting, **reducing bounce rates by 41%**.

UI/UX Designer | WellPsyche — Telepsychiatry | USA | 1.5-year engagement

- Delivered research, specifications, Axure wireframes, Figma UI, and front-end work for a cross-device telepsychiatry service.

UI/UX Designer and Front-End Developer | Args.ai — AI Document Processing | USA | 3-month engagement

- Designed UX/UI for an **AI document-processing platform** that converts unstructured data into structured outputs, enabling non-technical teams to deploy custom chat solutions, knowledge companions, and automated document processing without coding.
- Designed a **centralised chat hub** unifying ChatGPT, Gemini, and other models in one interface, iterating closely with the founder and CEO to make complex AI/ML concepts easy to use.
- Delivered **Figma prototypes, front-end development, and the company website**, translating technical complexity into clear, intuitive screens.

UI/UX Designer | WealthCX — Fintech Trading App | Singapore | 4-month engagement

- Delivered research, wireframes, and high-fidelity UI for a mobile app focused on investment ideas and trading.

Senior UI/UX Designer | Packt | Birmingham, UK | 1.4-year engagement

- As Contract Senior UI/UX Designer, Interface Designer and Prototyper, conceptualised and implemented user-centred design processes, resulting in a **streamlined, efficient design workflow**.
- Designed intuitive user interfaces and interactive prototypes using **Figma and Axure**.
- Played a key role in creating a **design system** that preserved brand uniformity and optimised the design workflow.
- Mentored junior designers, fostering a collaborative and innovative design environment within the team.

Contract Product Designer | FLdata | Sugar Land, Texas, USA | 11-month engagement

- Implemented user-centred design processes that streamlined the design workflow.
- Created visually appealing, functional interfaces in **Axure and Figma** for web and mobile applications, focusing on accessibility and inclusivity.
- Aligned design vision with development capabilities by writing user stories in **Azure DevOps** for engineers and stakeholders.

SIDE PROJECTS

Founder and Curator | UIUXshowcase.com | <https://uiuxshowcase.com/>

- Built and curate a **discovery platform for UI/UX and product designers** featuring design tools, AI resources, portfolios, design systems, and practical references.
- Create resource-focused content that helps designers discover tools and inspiration across the product-design ecosystem.

Host and Content Creator | Remote Podcasts with Clients

- Host **remote podcast conversations with clients** about their products, collaboration, design challenges, and lessons from building digital experiences.
- Turn client conversations into product stories and practical insights that extend design discussions beyond project delivery.

EDUCATION

Bachelor of Science in Information Technology | SS International | 2004–2007

CERTIFICATIONS

- **Nielsen Norman Group UX Certification** | 2015 | 55+ hours: UX decision frameworks, analytics, service blueprinting, ROI-driven UX
- **OpenAI Academy** | 2025 | Multi-agent systems, AI strategy, Sora storytelling
- **Runway Academy** | 2025 | AI video, Gen-4 models, marketing content
- **MidJourney Guide** | 2024 | Image generation, prompt control, creative direction
- **Google Prompting Essentials** | 2023 | Advanced prompting, custom GPT agents, workflow automation